

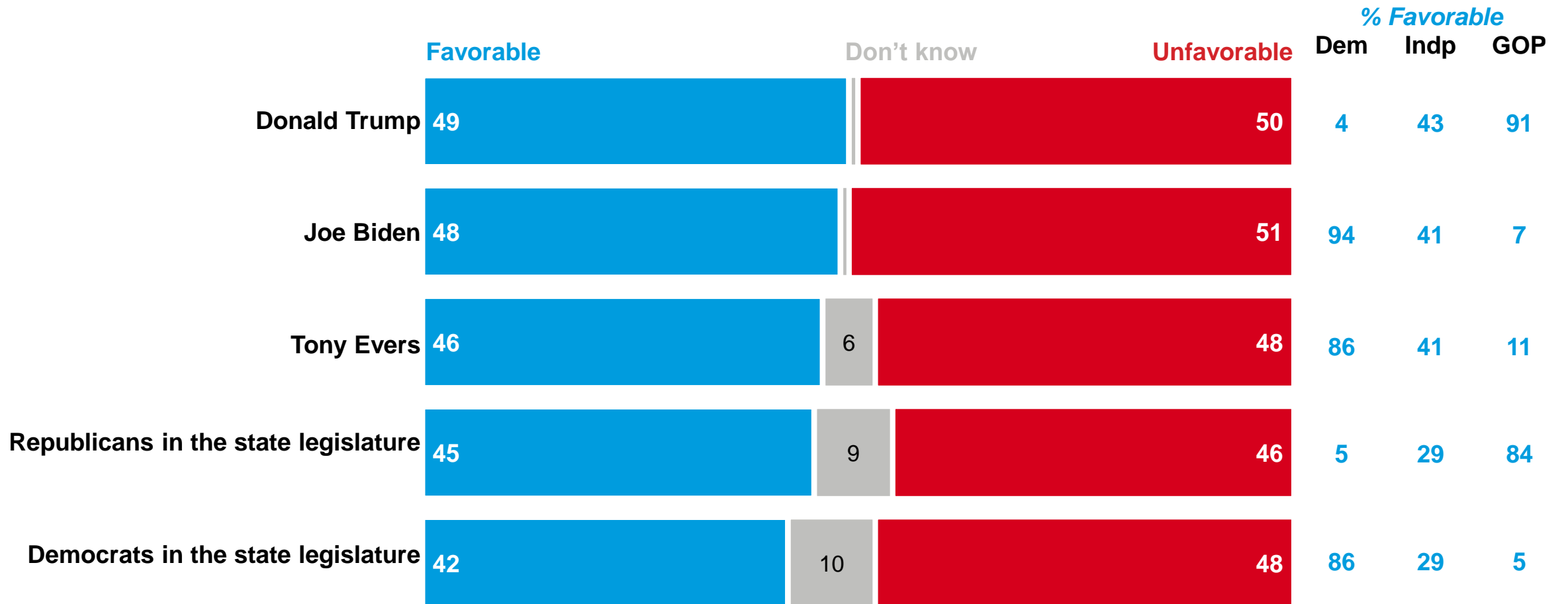
# A Better Wisconsin Together Institute: Post-election Survey



# Political Environment

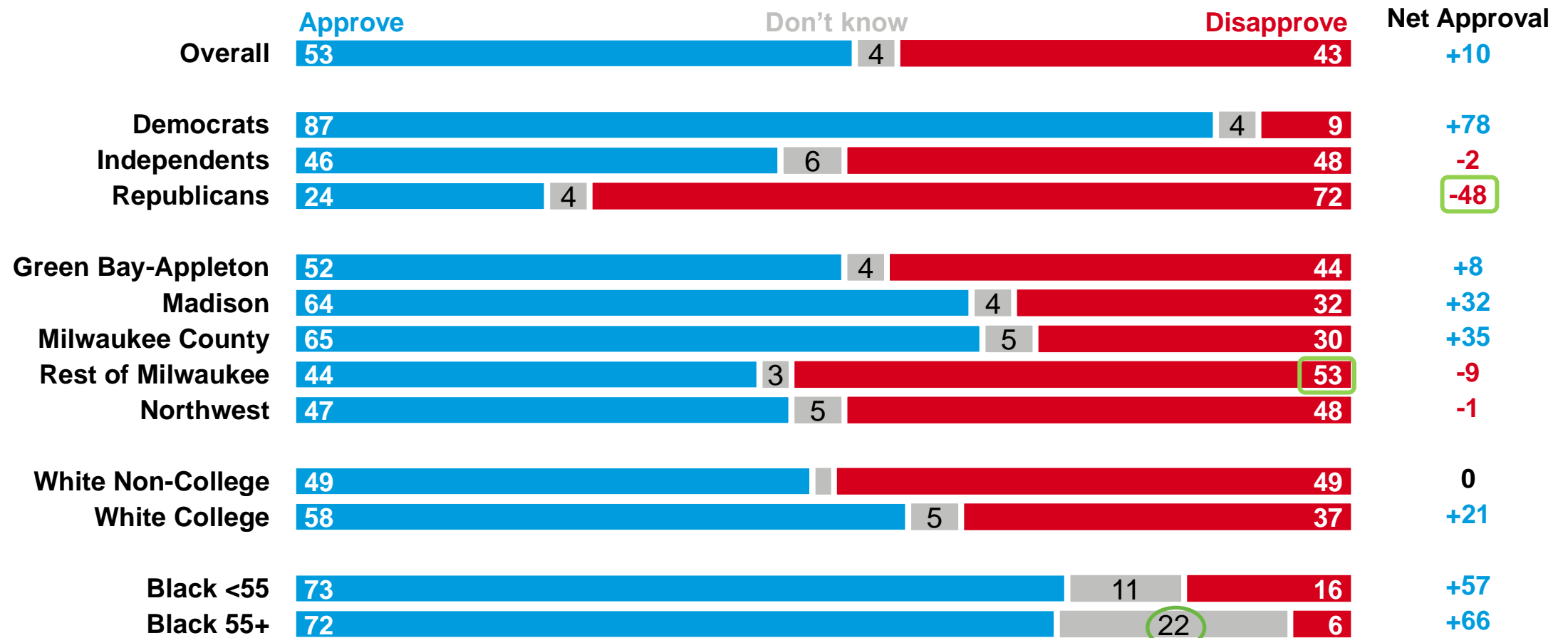
# Trump and Biden demonstrate similar levels of favorability; Evers is slightly below water

## Popularity of Public Figures



# Majority of voters approve of Evers handling of the pandemic— though independents are split

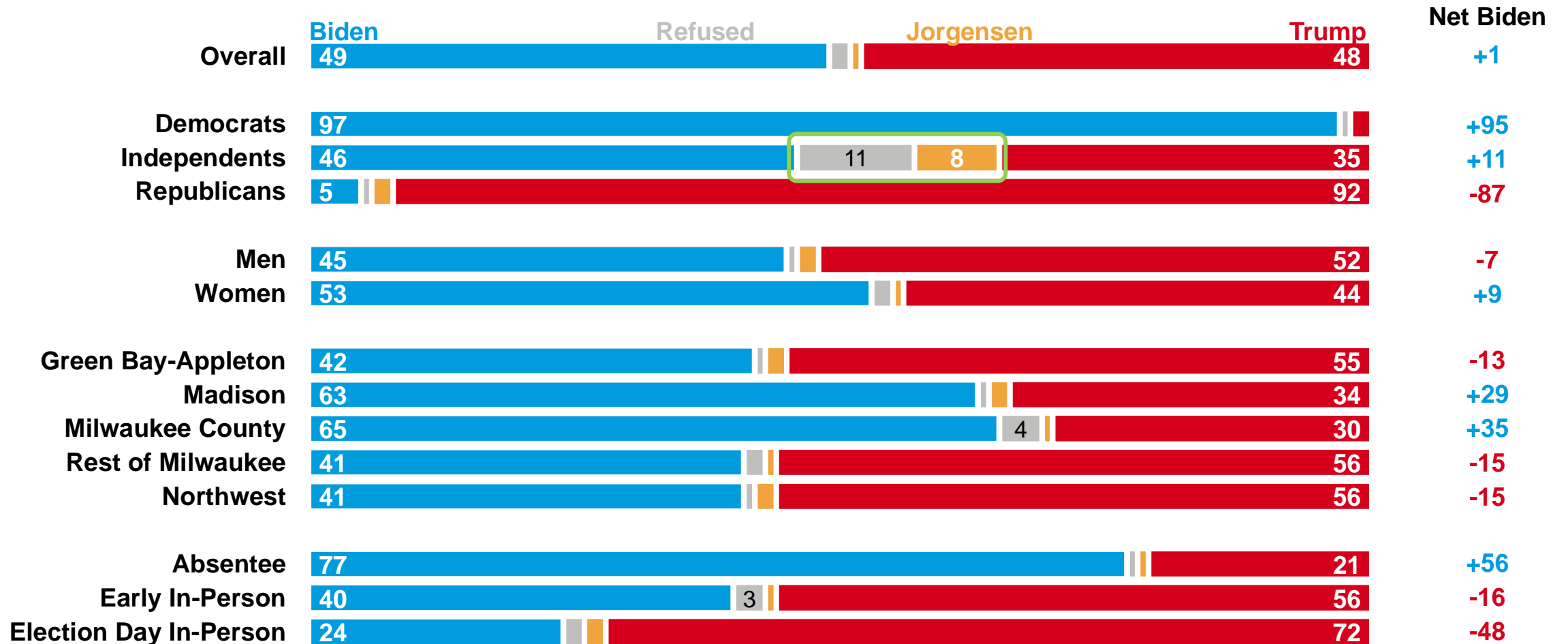
## Tony Evers Coronavirus Approval



# Presidential Vote

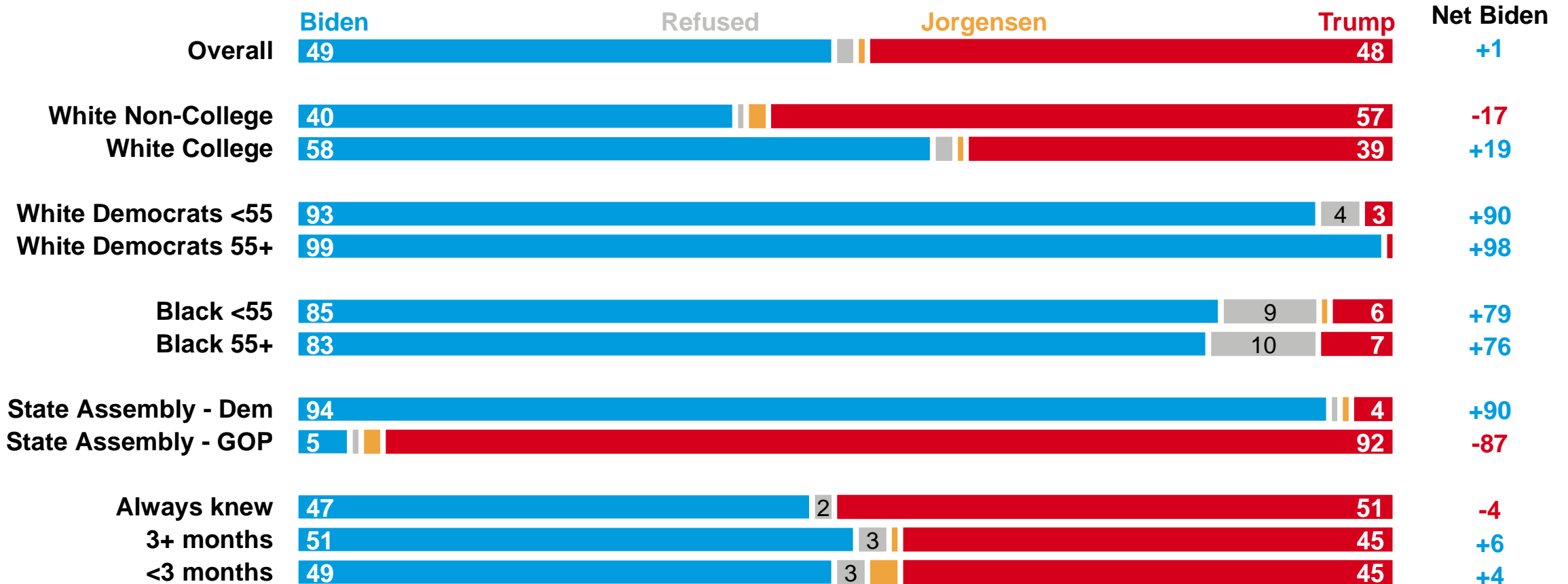
A double-digit lead among Wisconsin independents was key to Biden's statewide win.

Presidential Vote



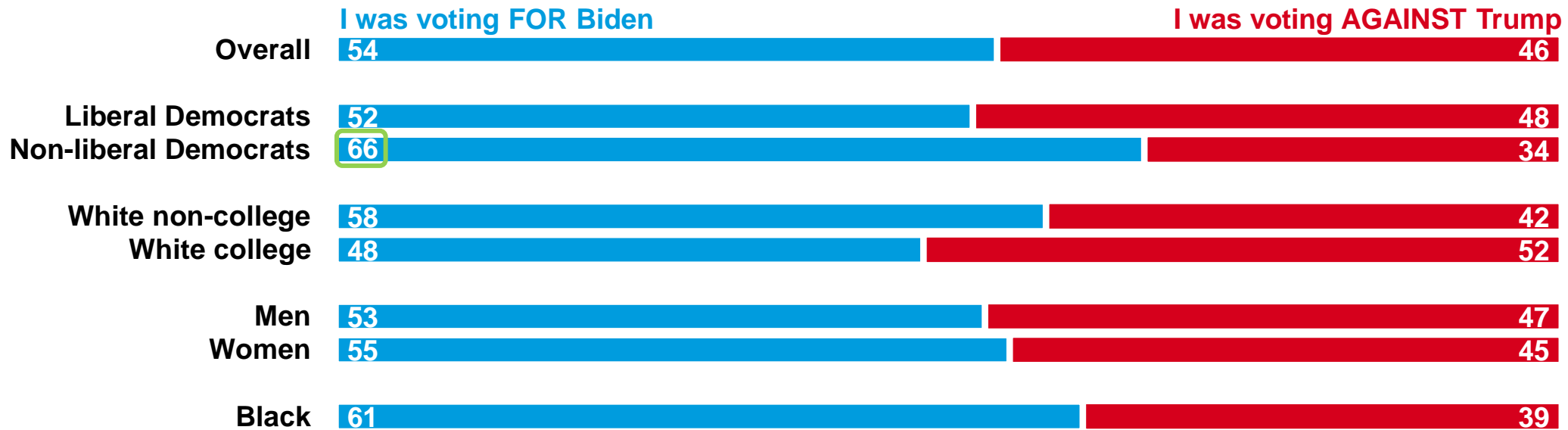
# Biden may have underperformed among Black voters regardless of age; Biden won near universal support from senior white Democrats

## Presidential Vote



About half of Biden support was driven by anti-Trump sentiment; moreover, the coronavirus played a clear role.

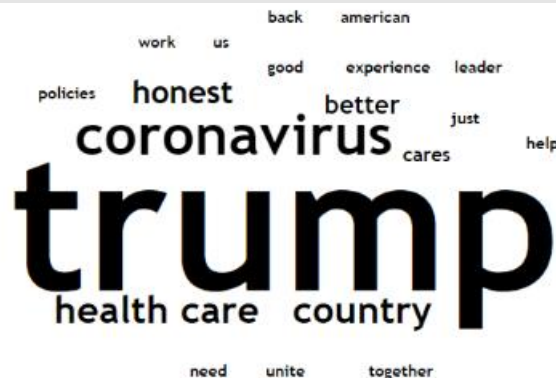
[IF VOTED FOR BIDEN] Which is closer to why you decided to vote for Joe Biden?



What is the best reason you heard to vote for Joe Biden?

“He’s not **Donald Trump**”

“He takes the **coronavirus** more seriously than **Trump**”



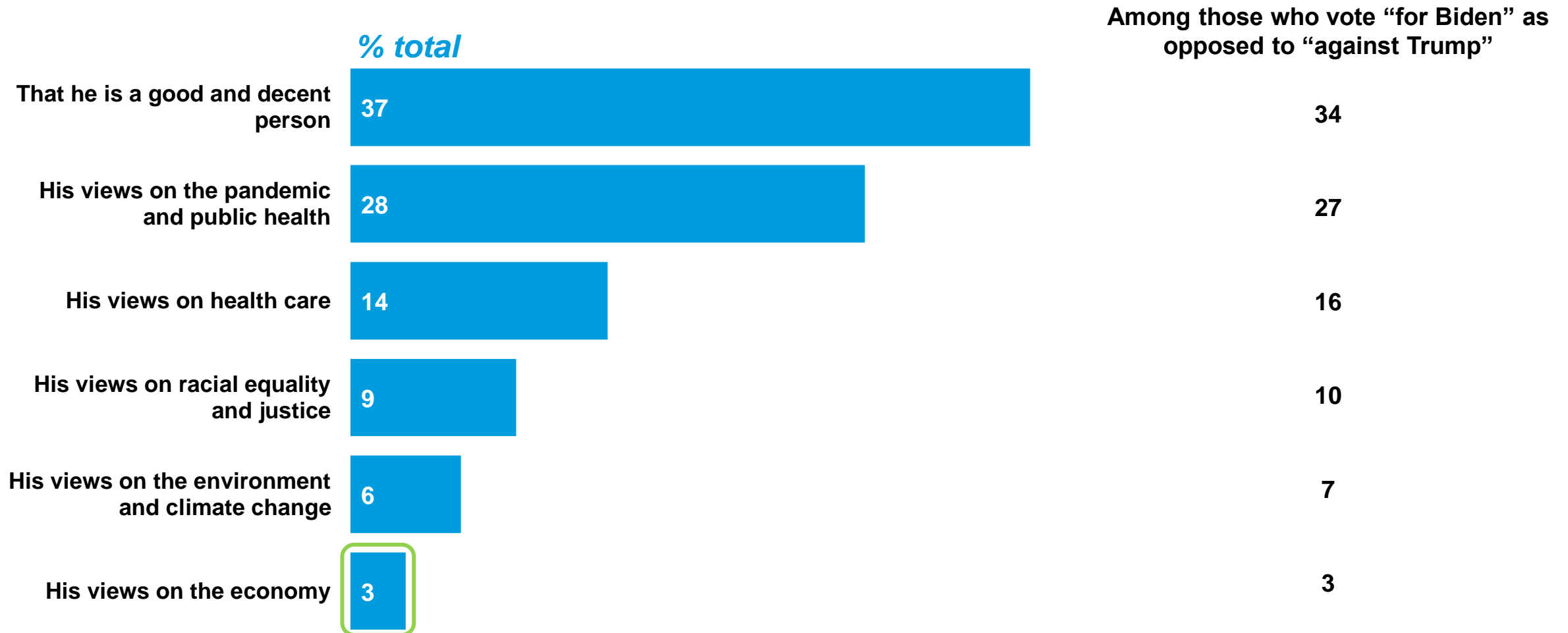
“To get **Donald Trump** out of office”

“He’ll trust science and ensure universal **health care**”



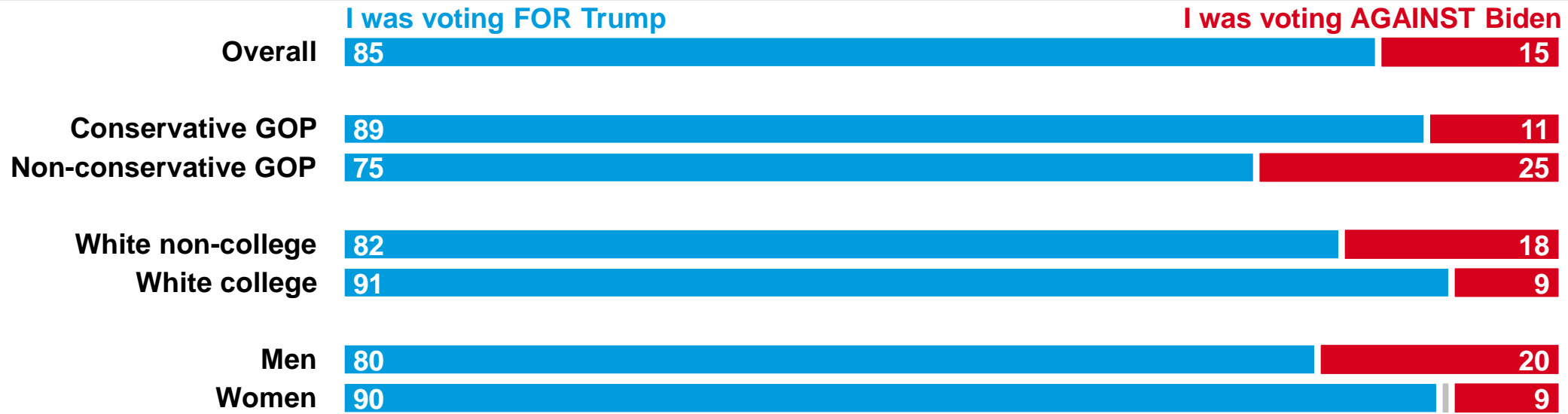
Biden's character and approach to the pandemic were key; however, he won few votes based on other key issues like the economy

What is the best reason you heard to vote for Joe Biden?



# By contrast, Trump voters show much less concern for keeping Biden out of office

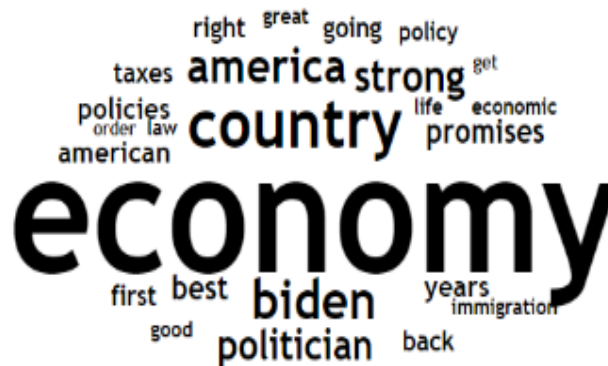
[IF VOTED FOR TRUMP] Which is closer to why you decided to vote for Donald Trump?



What is the best reason you heard to vote for Donald Trump?

“He’s not a career **politician**; he’s good on the **economy**”

“Because of what he has done for the **economy**”

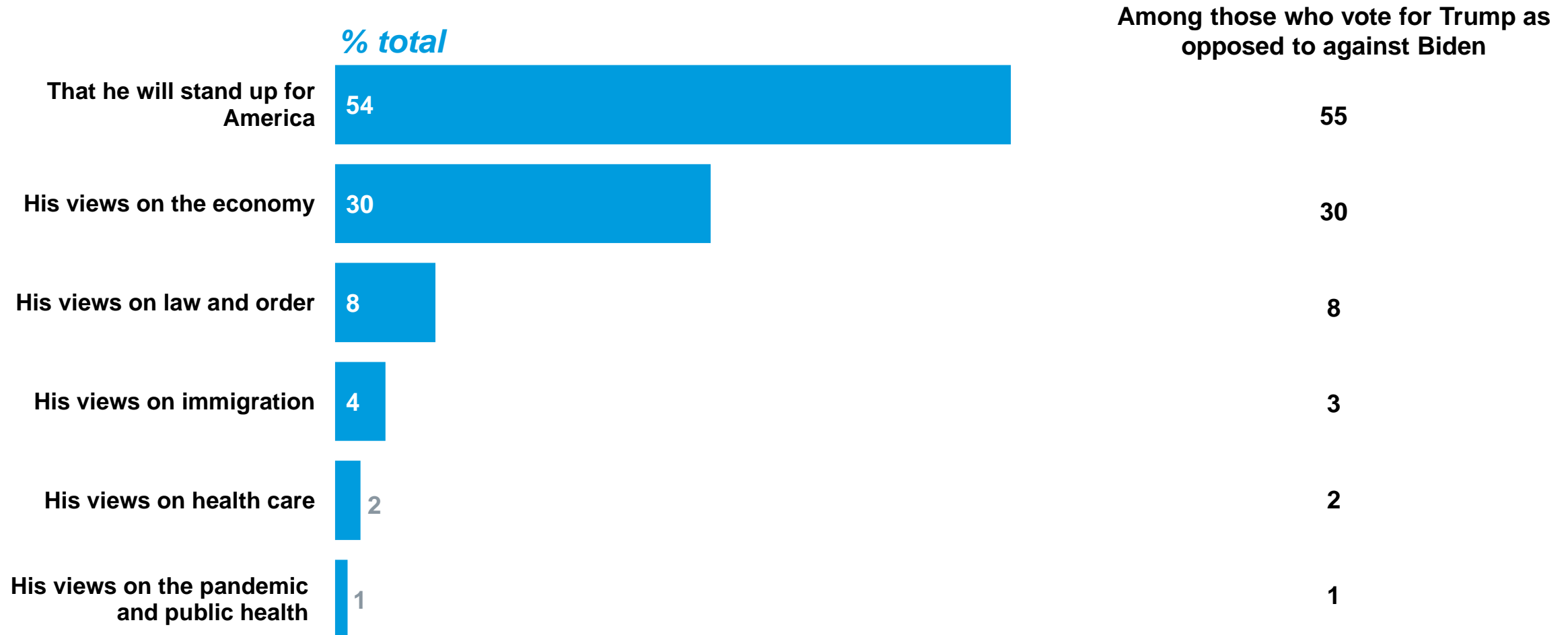


“Building a **strong economy** and safe **country** to raise children”

“He made **America** great again and would continue to do it”

# Voters value Trump's ability to stand up for America and his views on the economy; very little faith in his approach to the pandemic

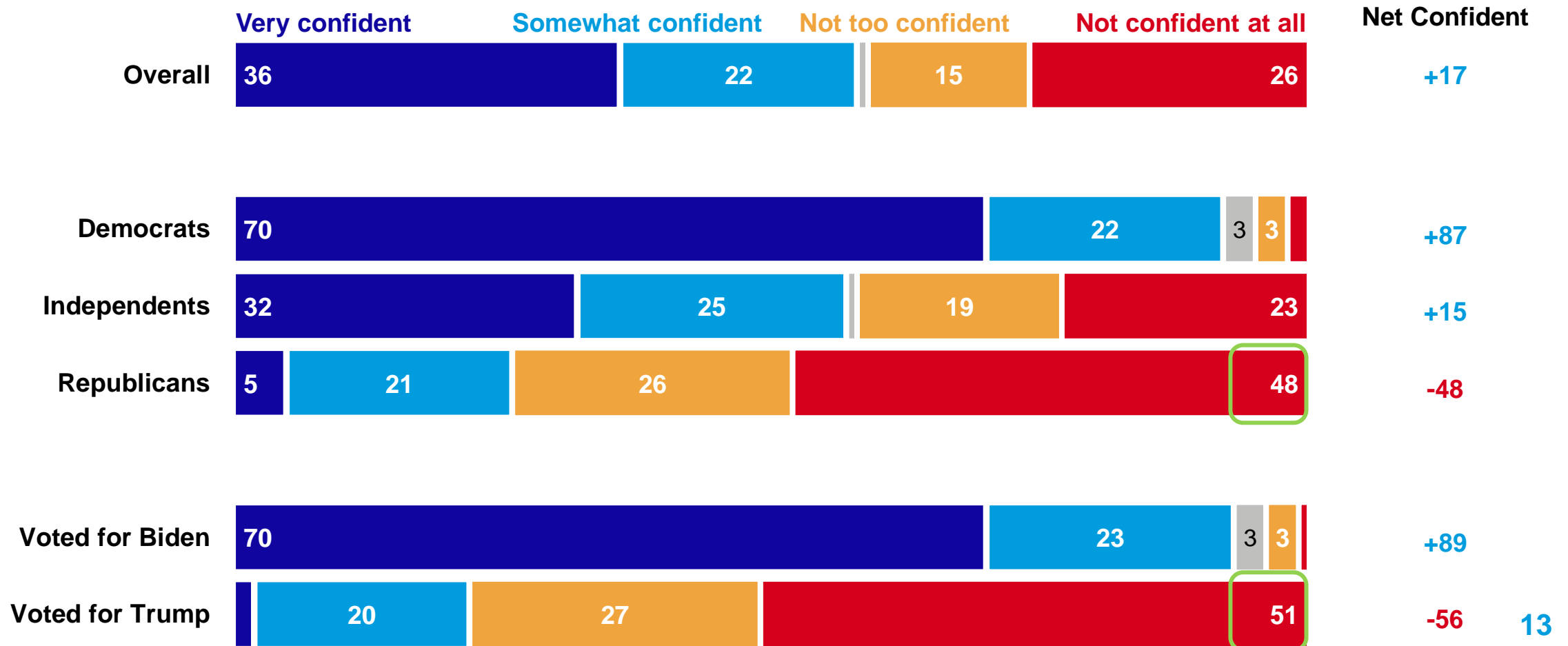
## What is the best reason you heard to vote for Donald Trump?



# Voting Environment

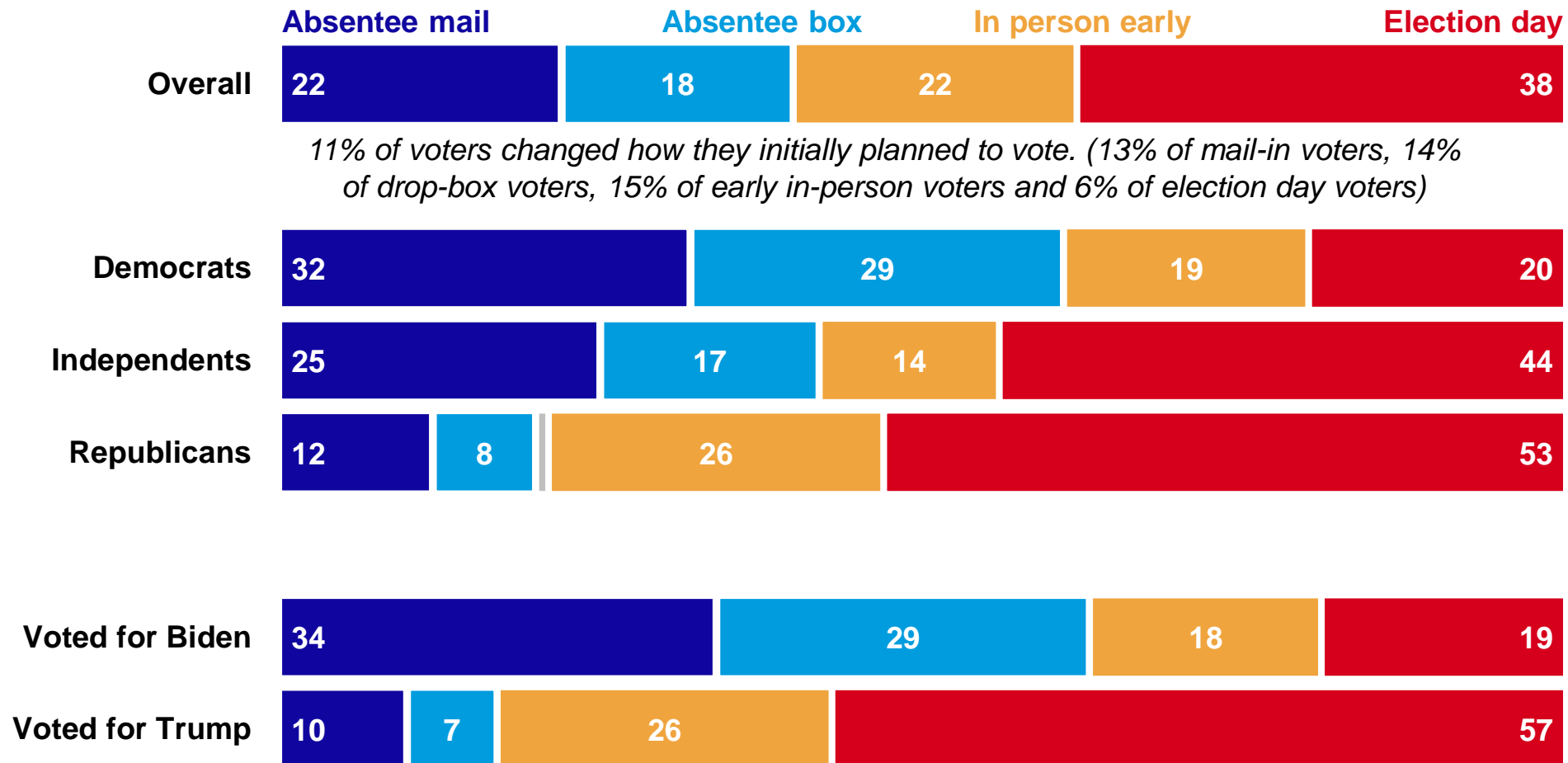
# A majority are confident in the election's outcomes; however this is clearly driven by partisanship

Thinking of this recent election, would you say you are very confident, somewhat confident, not too confident, or not confident at all that the election results were fair and accurate?



# Most voters chose to vote in-person as opposed to absentee, unsurprisingly vote mode fell along partisan lines

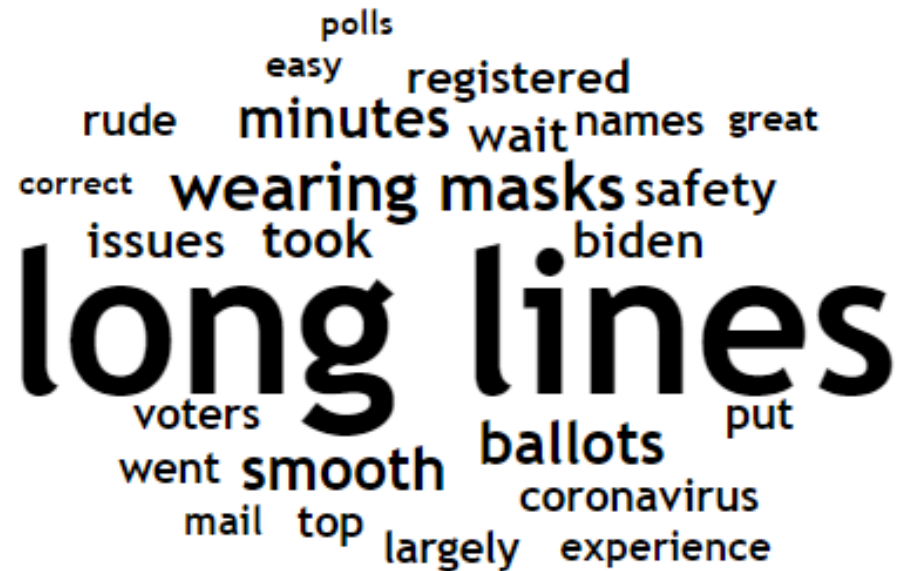
[IF VOTED IN 2020] Which most closely describes the way you voted in the fall election?



In-person voters dealt with long lines and lack of safety compliance, while absentee voters worried about the mail system

What problems, if any, did you encounter while voting in this election?

### In Person Voters

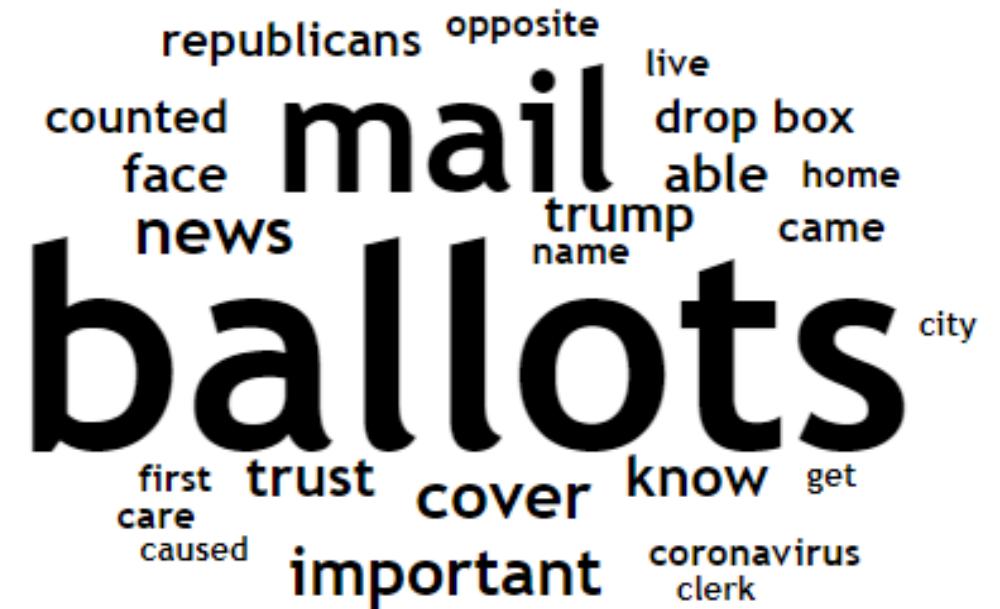


*"A longer line than usual."*

*"40% of people were **not wearing masks** in line."*

*"**Rude poll workers and long lines.**"*

### Absentee Voters

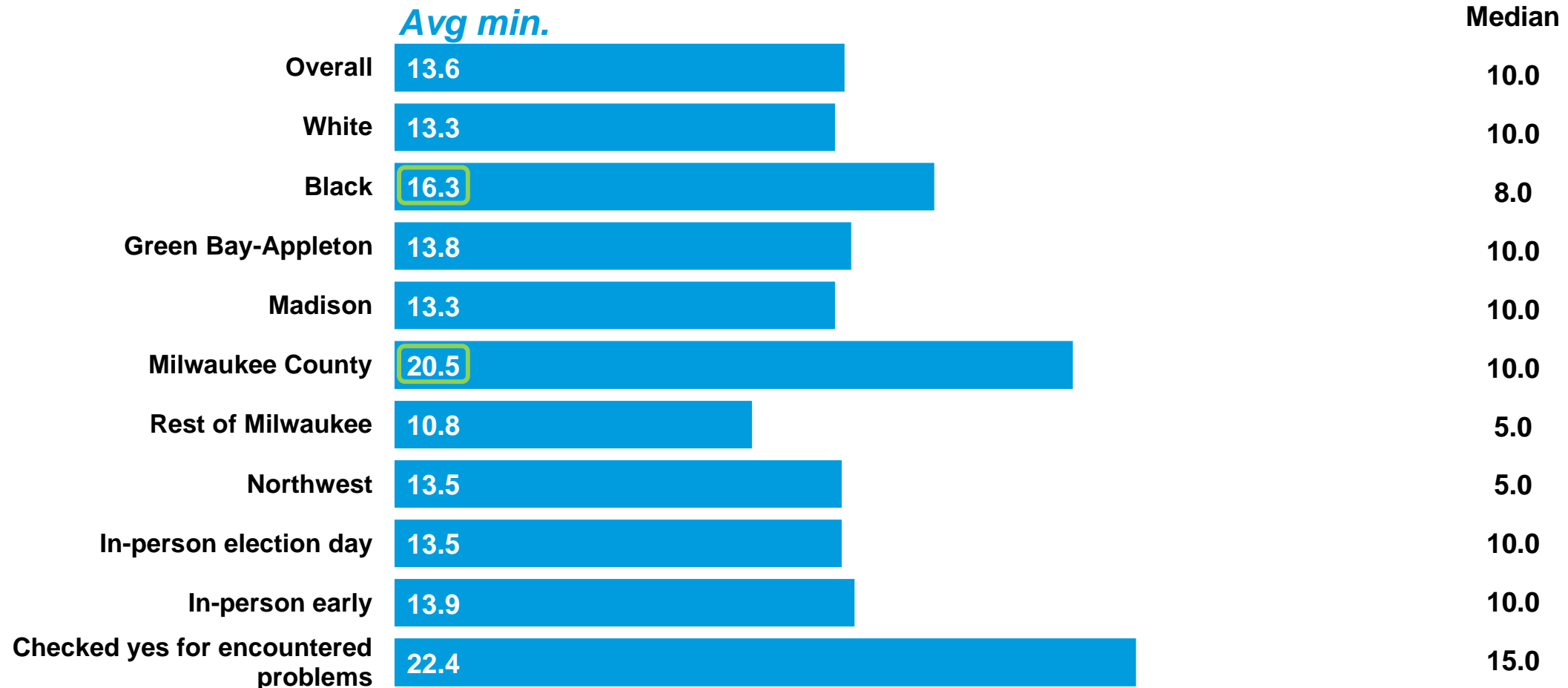


*"Dropping off my mail in ballot was not as convenient or safe during a global **pandemic**, but I could not trust that the **postal service** had the resources needed to deliver my **ballot**."*

*"When I requested my **ballot** mine took forever and my son's never came."*

# Black and Milwaukee County voters most likely to wait in longer lines averaging around 16-20 minutes

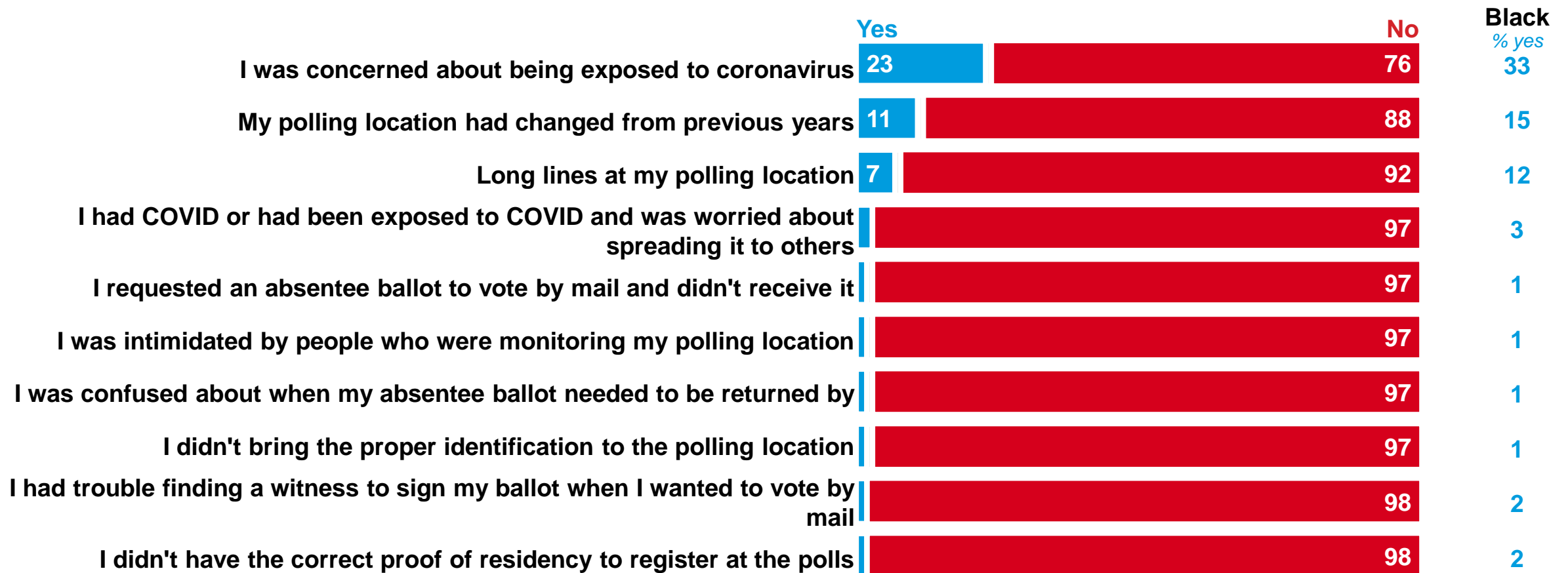
[IF VOTED IN PERSON] How long, if at all, did you have to wait in line to vote?





# Few voters faced problems— for those who did issues were limited to concern for the coronavirus and polling location changes

[IF VOTED IN 2020] Now you will hear a number of problems that some voters encountered while voting in the election. For each, I would like to know if you encountered this problem. Here's the first one [ITEM]. Did you encounter this problem?



# Biden's campaign appears to have had a slight edge when it comes to outreach

Were you contacted by a campaign or group that encouraged you to vote for Democrat Joe Biden?

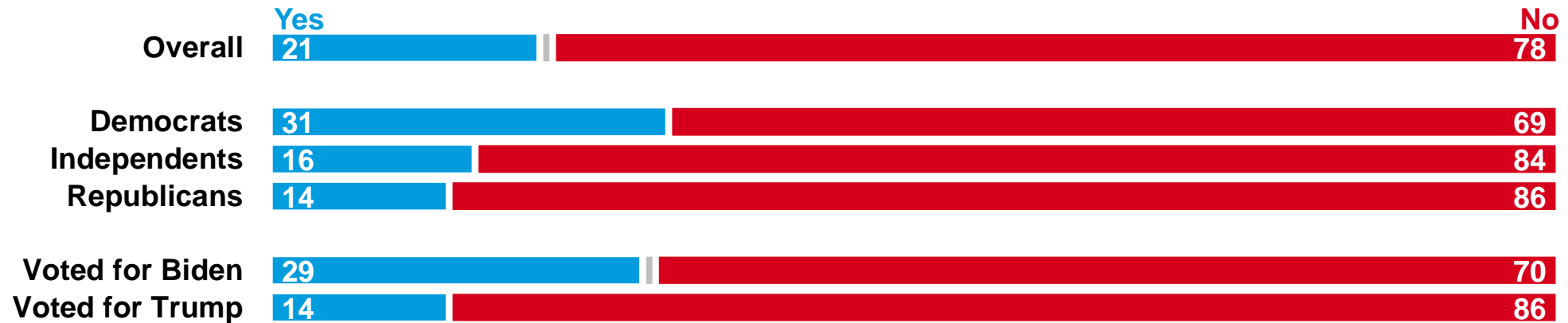


Were you contacted by a campaign or group that encouraged you to vote for Republican Donald Trump?

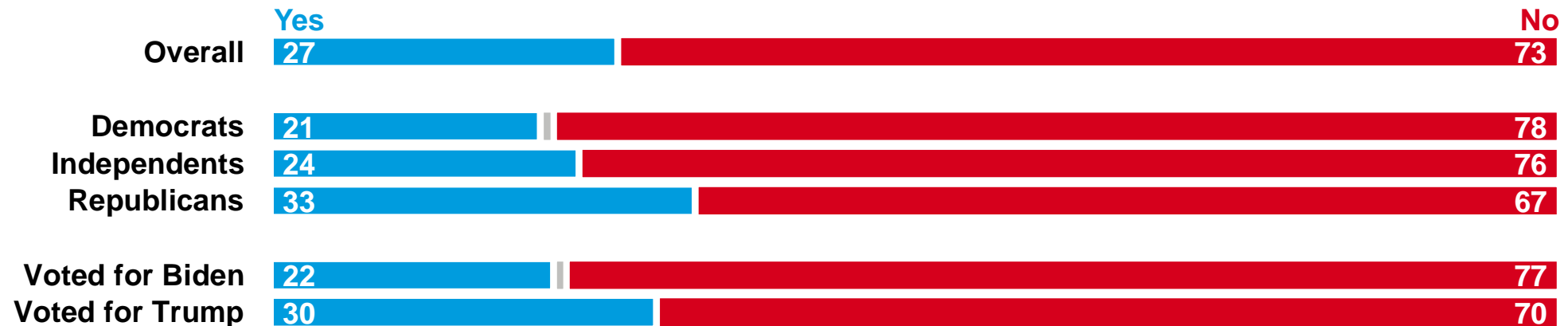


# About the same amount of Biden and Trump voters report being encouraged to support their candidate by a friend or family member

## Did a friend or family member encourage you to vote for Democrat Joe Biden?

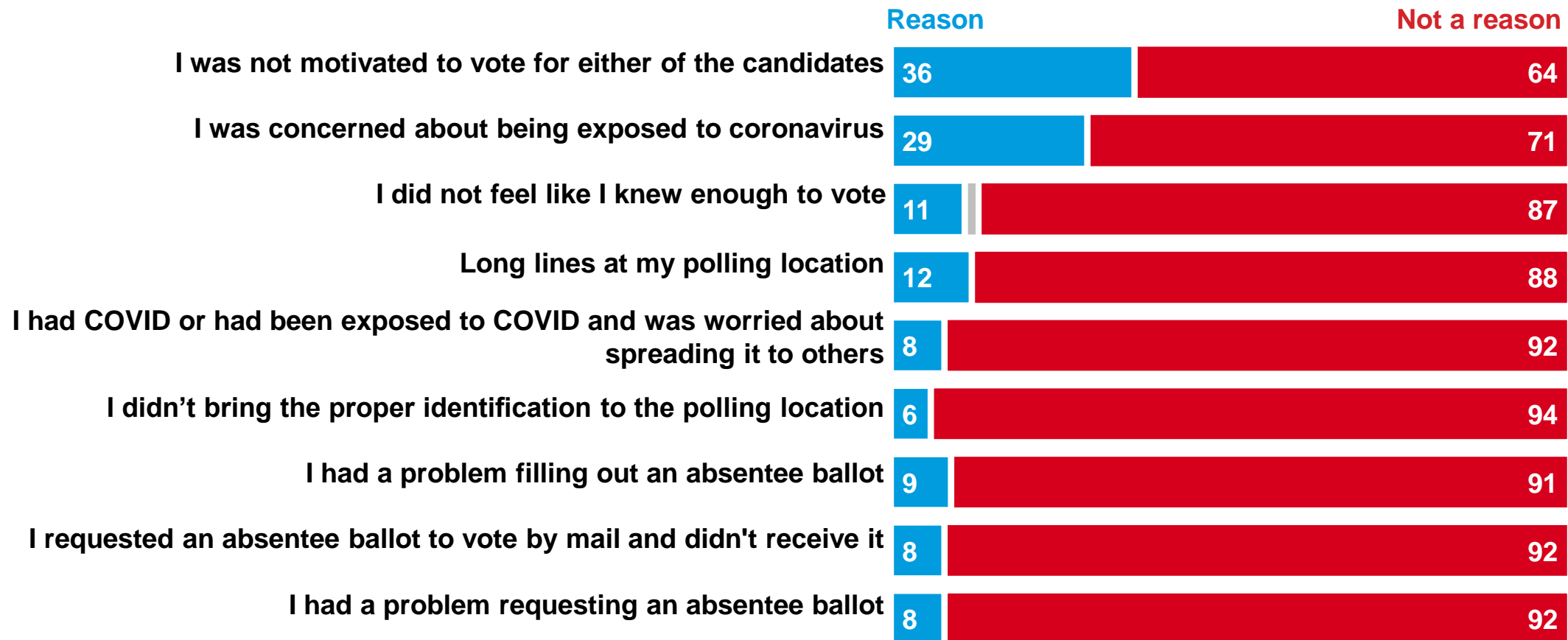


## Did a friend or family member encourage you to vote for Republican Donald Trump?



# Many non-voters cite being unmotivated to vote for either candidate, with fear of COVID coming in second

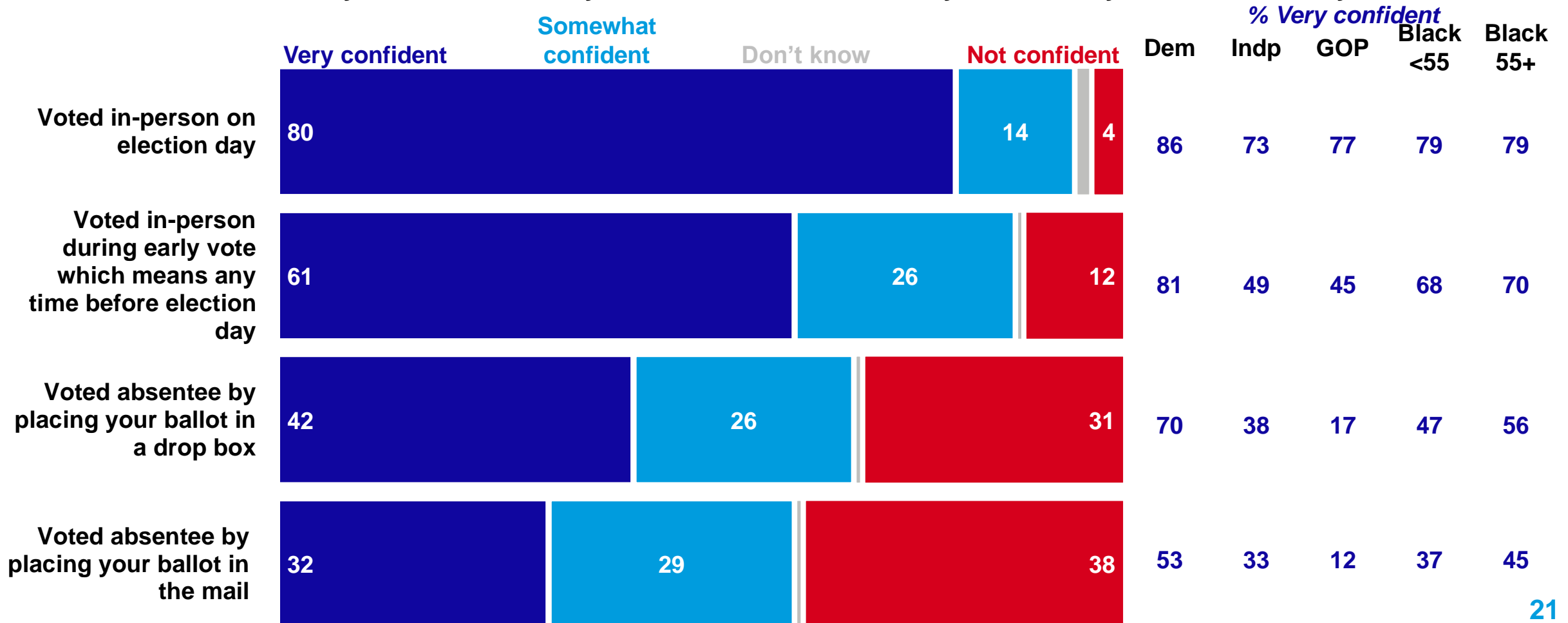
[IF DID NOT VOTE IN 2020] Now you will hear a number of reasons people gave for why they did not vote in the election. For each, I would like to know if this is a reason you did not vote in the election. Here's the first one [ITEM].  
Is this a reason you did not vote?



\*Small sample size among non-voters (n=30)

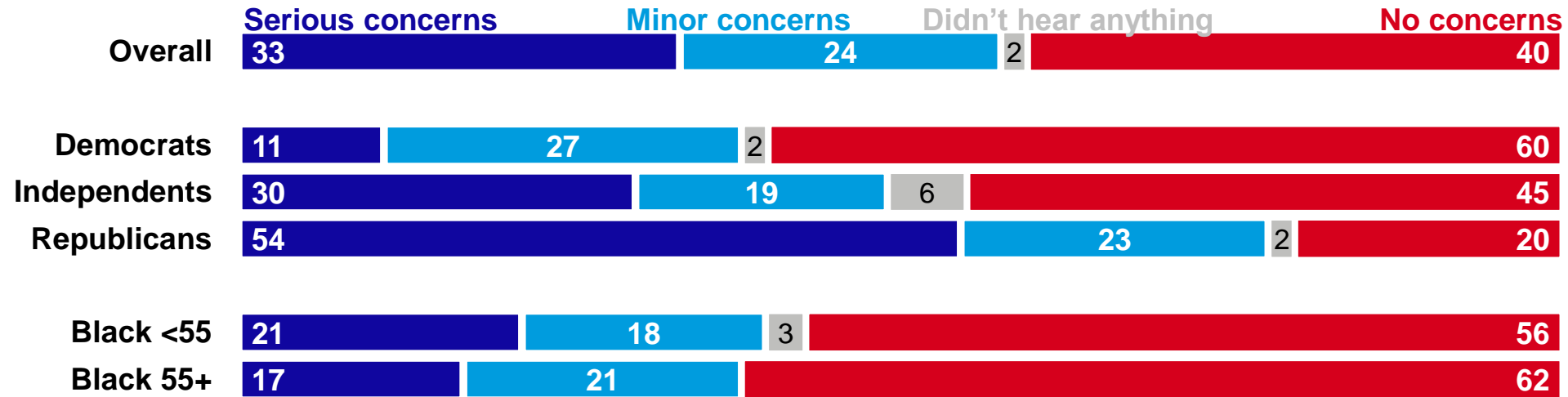
# Once again, Republicans express mistrust for absentee voting

I'm now going to read you a list of ways you could vote, and I'd like to know, based on what you know, how confident you would be that your vote would be correctly counted if you voted this way



# There is concern surrounding absentee voting, stemming from fear of lost or uncounted ballots

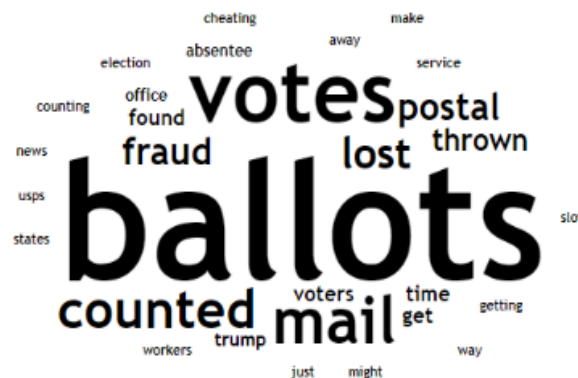
Did anything you heard about absentee voting and voting by mail in the recent election give you concerns about voting by mail in the future, or not? [IF CONCERNS] Is that serious concerns or just minor concerns?



What did you hear that gave you concerns?

“**Ballots being lost** and found in various places”

“Wouldn't be **counted** and that **ballots** get lost in the **mail**”



“**Mail was tossed** in a ditch with **ballots**”

“**Voter fraud** and people filling out illegal **ballots**”

# Conclusions

# Conclusions

**Despite a divisive national political environment, most Wisconsinites remain confident in the outcome of the election.**

- While a majority (58%) are confident in the election results and process, this heavily falls along partisan lines. This partisan divide stems from skepticism in absentee voting among Republicans.
- Among those who voted, most Americans heard something that gave them concern about absentee ballots in particular.

**The election was all about Trump.** Biden is valued for his character and views on public health; however, about half of his supporters were more motivated to vote Trump out of office than they were because they liked Biden. By contrast, Trump voters report voting for him as opposed to against Biden in much higher numbers.

- Biden won despite the economy, not because of it. Conversely, a significant amount of voters cite Trump's views on the economy as a reason to vote for him (30%).
- While voters are unsure about Biden when it comes to the economy, they are far more confident in his handling of the pandemic.

**Few voters ran into problems when voting– though the fear of the contracting the virus was somewhat present for those who voted in-person– some reports of staff/voters not properly wearing masks.**

- The issue of longer lines disproportionately impacting voters of color still remains an issue; however, the actual difference on average does not appear to be significant.



# Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle

# Methodology

## Sample

Global Strategy Group conducted a multi-channel survey of **800 Registered Voters in Wisconsin** between November 4-8, 2020. An oversample of 60 Black voters under 45 and 55 Black voters 45+ was included. The majority of interviews were conducted by phone, with supplemental samples of interviews conducted via text-to-web and via online panel matched to the voter file.

The Northwest region is composed of the following DMAs: Minneapolis, La Crosse-Eau Claire, Wausau-Rhineland.

Due to small sample size, results among non-voters should be viewed as directional

## Margin of error

The margin of error at the 95% confidence level is +/- 3.5%.

The margin of error on sub-samples is greater.

# Demographics of the 2020 Electorate

## Party ID

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Democrat	43
Independent	8
Republican	48

## Region

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Duluth-Superior/Minneapolis- St. Paul	7
Green Bay-Appleton	18
La Crosse-Eau Claire	8
Madison	19
Milwaukee County	16
Milwaukee Rest	24
Wausau-Rhineland	8

## Race

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White	90
Black	5
Hispanic/Other	5

## Gender

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Men	47
Women	53

## Age

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18-29 year olds	12
30-44 year olds	24
45-54 year olds	17
55-64 year olds	21
Seniors 65+	26

## Education

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High School or Less	23
Some College	44
College Graduates	24
Post Graduate	10